

Food Guide Pyramid Reassessment Team  
USDA Center For Nutrition Promotion and Policy  
3101 Park Center Drive Room 1034  
Alexandria, VA 22302

Fallon 11 of 2  
129

AUG - 6 2004

August 4, 2004

Food Guide Pyramid Reassessment Team:

Hello! My name is Katie Fallon. This fall, I will be starting my fourth and final year of an accredited Dietetic program at the University of Wisconsin - Stevens Point. It is through this program that I have further educated myself in what began as a personal interest in food and nutrition.

I have followed, with great interest, the reevaluation of our current Food Guide Pyramid. This tool is one that I have used frequently when discussing or teaching others about the importance of good nutrition in daily life. I know that I will continue to use educational tools provided to me by the USDA throughout my career as a Dietician, making my interest in the outcome of any changes made to this tool an appropriate one.

I have sent along suggestions to be considered during the revamping of our current Food Guide Pyramid. I would be more than happy to answer any questions or respond to comments on my suggestions. I also understand that my suggestions are very surface, but I could provide further explanation or information upon request. Please consider these suggestions as coming from not only an interested American consumer, but also a professional who utilizes the tool you are currently re-designing.

Thank you for your time and thoughtful consideration.

Sincerely,

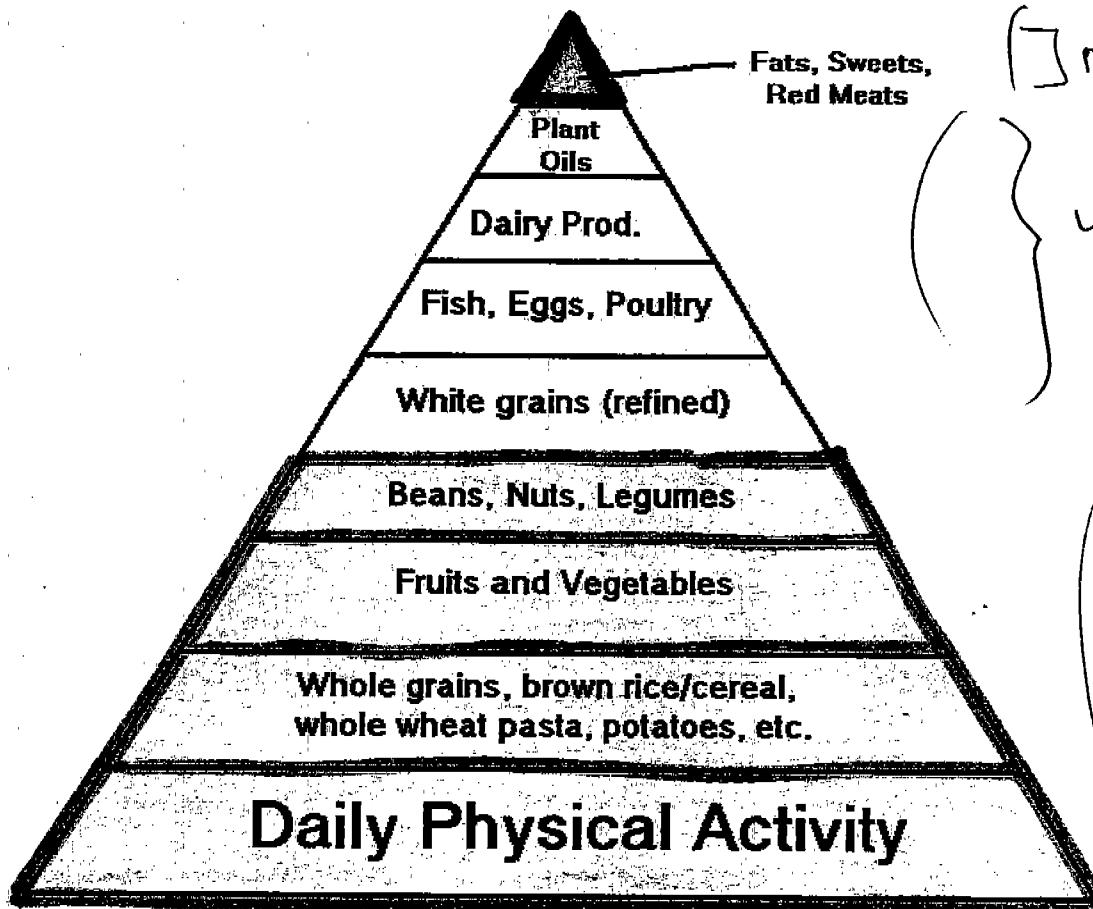
Katie A Fallon

Katie A. Fallon

Phd

Stevens Point, WI

# Yield! Your Health Depends On It.

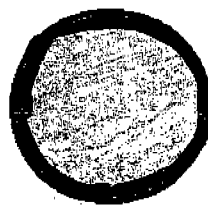


(red)

(yellow)

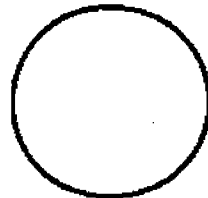
(green)

(Red)



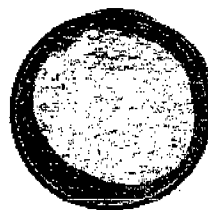
**Rarely**

(yellow)



**Occasionally**

(green)



**Daily**

**RADIANCE**  
*Diet & Nutritional Therapies*

AUG - 6 2004

Richard 10F1

130

August 3, 2004

Corralitos, CA

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy & Promotion  
3101 ParkCenter Drive, Rm. 1034  
Alexandria, VA 22302

Ladies and Gentlemen:

I appreciate the opportunity to provide my opinion on revising the nutrition recommendations to the American people. I am an instructor of nutrition at Bauman College and a practicing Nutrition Consultant, certified by the State of California.

**First**, essential fats must be included. The low-fat habits have left Americans with deficient EFAs (as well as deficient fat-soluble vitamins). Flax seed oils and cold water fish oils are especially important. Nuts and seeds belong to this category and are very healthy foods, especially when unroasted.

**Second**, hydrogenated oils/fats must be listed as "to be avoided" or, lacking that category, "used sparingly."

**Third**, starches or grains should include the word *whole*, as in *whole grain* or *whole grain products*. Grain's fiber, B vitamins, EFAs, and most minerals are missing in refined flour.

**Fourth**, vegetables should be emphasized much more dramatically while starches should be de-emphasized. The current pyramid's emphasis on so much starch has contributed, together with the low-fat phenomenon, to the rising rates of NIDDM.

**Fifth**, the dairy industry notwithstanding, dairy could be included in with the protein section. Dairy is one of the highly allergenic foods Americans eat on a daily basis, and I would like to see its emphasis lessened somewhat.

Thank you for this opportunity to speak up!

Sincerely,

*Ramona Richard*

Ramona Richard, BA, NC

Ramona A. Richard, NC

Certified Nutrition Consultant

Yaros 10F2



AUG - 6 2004

131

August 3, 2004

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy & Promotion  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302

Dear Team Members:

Thank you for the opportunity to submit my input for revising *The Food Pyramid*. To preface my suggestion, I am a science communicator and educator with more than twenty years of experience: (1) Communicating science to the public in the mass media; (2) Teaching at the college level and; (3) Completing my doctoral study in informal science communication at the University of Wisconsin-Madison. My Master's is in science education and I am currently working with the "informal education team" for the NSF-funded *Center for the Integration of Research, Teaching and Learning* (CIRTL). My suggestion for revising the Pyramid is based on this experience and my present research in explaining complex science topics to the public.

#### MY SUGGESTION:

Most Americans (two-thirds) do not understand basic science terms (National Science Board, 2004). An individual's understanding of a situation (such as the food "pyramid") relies on the person's long-term memory or world knowledge (Kintsch, 1988). An individual's understanding of explanatory information requires "the same knowledge structures and the same processes as generation" of the explanation (Ohlsson, 2002). Therefore, since physicians, dieticians and educators constantly stress that the key to good nutrition is a **BALANCED** diet, I argue that the most effective way to communicate a good (i.e. balanced) diet is to use a balance (or scale) that can be instantly identified by the public.

For individuals who do not possess expertise in nutrition, a "transformative" explanation of the dietary suggestions is provided by a graphic that "weighs" proportionally sized containers of the suggested dietary guidelines. In other words, my attached sketch quickly provides the consumer with a mental image of what a **BALANCED** diet is. The graphic also suggests that too much fat, oil or sweets "tips" the balance in either direction and represents an unhealthy diet, even if the consumer is ingesting appropriate levels of grains, fruits and vegetables. In my opinion more detail or text - while thoroughly explaining the importance of good nutrition - would risk losing the public's attention with complexity. Although I did not specifically address the public's confusion about "serving size," proportions of each food group on the graphic could be manipulated.

Sincerely,

Ronald A. Yaros  
Ph.D. Candidate  
University of Wisconsin-Madison  
and  
Project Assistant  
Center for the Integration of Research,  
Teaching and Learning

School of Journalism & Mass Communication

Madison, Wisconsin

Phone:

Fax:

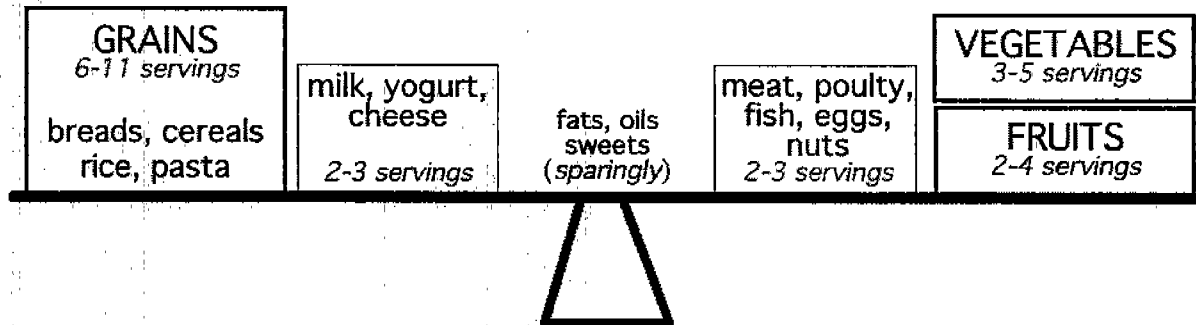
E-mail:

Web:

Yaros 2 of 2

Submitted By:

Ronald A. Yaros  
University of Wisconsin-Madison  
August 3, 2004



Balance Your Diet

#### References

- Kintsch, W. (1988). The role of knowledge in discourse comprehension: A construction-integration model. *Psychological Review*, 95, 163-182.
- National Science Board. (2004). *Science and engineering indicators 2004* (No. NSB-04-07). Arlington, VA: National Science Foundation.
- Ohlsson, S. (2002). Generating and understanding qualitative explanations. In J.A. Leon J. Otero, & A.C. Graesser (Ed.), *The psychology of science text comprehension* (pp. 91-128). Mahwah, NJ: Erlbaum.

AUG - 6 2004

Maxwell 10F1

JIM AND DOROTHY MAXWELL  
CORNISH ME

132

August 4, 2004

Food Guide Reassessment Team  
USDA Center for Nutrition  
Policy and Promotion  
3101 Park Center Drive  
Room 1034  
Alexandria VA 22302

Ladies or Gentlemen,

My suggestion for a short and snappy slogan regarding eating of food is

**EAT SLIM - AND WIN**

Thank you.

*Jim*

Jim Maxwell

Mark Martin

Williamsburg MA  
08-03-04 (August 8, 2004)

Martin 105-1

AUG - 6 2004

133

Dear Food Guide Pyramid Reassessment Team, USDA Center for Nutrition Policy and Promotion, 3101 Park Center Drive, Room 1034, Alexandria, VA 22302

Please respond to Mark Martin, 2 Briar Hill Road, Williamsburg MA 01096.

This is important. Please respond.

I have been employed in the information dissemination industry for ten years. For ten years I have propagandized that food pyramid AGAINST MY WILL. I only learned today that it will at last be updated and I only have less than a month to submit recommendations. Why was I not notified sooner? If not for my friend Nick, I may have missed the deadline entirely! Please investigate and improve your input gathering SOP.

The food pyramid is entirely too simplistic for such a complex and crucial part of life! How can we even have life at all without food? BREATHARIANISM? No, that is not the way.

We must replace the childish pyramid with the FOOD MERKABAH. Listen to me. The multitudinous intersections of the merkabah are the ONLY solution to the intertwining convoluted relationships of foods to one another, and to all healthy beings.

NUTS with MEAT? Must I explain? Nuts are not even exclusively related to nuts, much less meat.

Milk and cheese? Surely you are addressing this. Simply because all "dairy products" derive from milk does not automatically make them the same, any more than an apple is an apple pie! They are two different things! Milk is liquid, unstable, flowing. Cheese is solid, unable to move, unless acted upon by outside corporate manipulations. I know this, my cheese has been moved many times. It has never simply "moved" - it must BE moved!

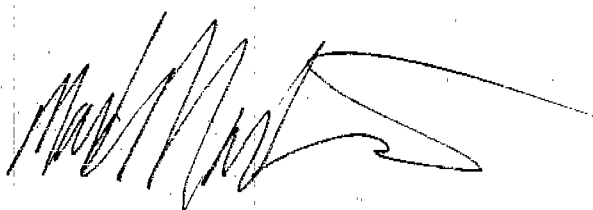
The cleansing properties of urine are not even addressed in the food pyramid. This must be corrected. We cannot allow small minds and prejudice to bury this useful health information from our brothers and sisters in light.

Nor is the ABSENCE of food given any consideration! Again, I say unto you, the healing benefits of fasting must be included in a large sector of the Food Merkabah, in all realities.

I have been working on this for literally years. I am very upset that no one contacted me about this, in light of the fact that you are about to go willy-nilly "updating" a broken down old mule that should be taken behind the barn and shot mercifully.

Write back IMMEDIATELY and tell me where to report with my diagrams. I am including corn muffins prominently in my calculations. That alone should tell you that I know what I am doing!

Mr. Mark Martin  
Foodician



AUG - 6 2004

WANTED : SLOGAN TO GET

AMERICANS EATING RIGHT.

[Ashe] 10F1 (134)

"RESPECT LIFE, EAT WELL."

'OR'

"RESPECT YOURSELF, EAT WELL, LIVE LONGER."

THANK-YOU!!

JEREMY B. ASHE

SOUTH PORTLAND, MAINE



Kirkland  
1 of 1

AUG - 6 2004

135

August 3, 2004

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy & Promotion  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302

Dear Sir or Madam:

I like the idea of the food pyramid, but the article I read regarding your reassessment efforts talked about how having the smallest portions on top tended to over-emphasize their importance.

My suggestion is to turn the pyramid on its side, with the portions of grains, vegetables, etc., on the left, which means that portions will diminish in size (and importance) as the viewer goes from left to right (which is how Americans read).

You might also consider interior lines to emphasize that the upper limit of portions is tied to a higher level of activity, with the lower limit of portions tied to a more sedentary lifestyle. It should be very simple, with click-on links to take the viewer to more detailed material.

I'm very interested to see what you finally decide on. I've battled my weight since puberty and I don't wish this burden on anyone. I believe in education and I'm delighted to participate in your reassessment.

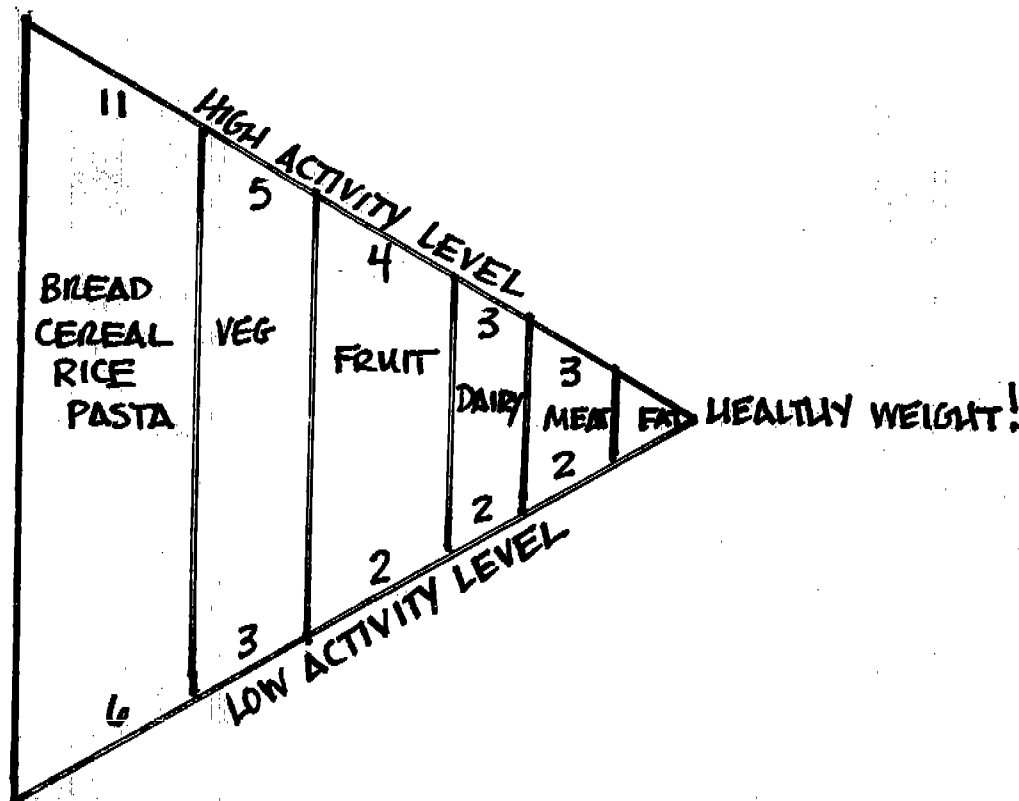
Thank you for your consideration.

Sincerely,

*Lori Kirkland*

Lori Kirkland

Bellevue, NE



Andres P. Nevarez

San Francisco, CA

August 02, 2004

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy and Promotion  
3101 Park Center Drive, Room 1034  
Alexandria, Virginia 22302

To Whom it may concern:

My name is Andres P. Nevarez and I'm writing to share my thoughts on the USDA Food Guide Pyramid. My comments are based on my experience controlling carbohydrates, which have helped me to regain control of my health and weight.

My comments are as follows:

All carbohydrates are not created equal, specially refined fiberless carbohydrates that keep the levels of insulin spiking during the day on the average person. Instant oatmeal, instant rice, white sugar, high fructose, corn syrup, corn starch and so on. For whatever reason these products are helping America get fatter. In December 2003 I was 198 pounds, eating not much, having gastrointestinal problems, and by God sugar cravings. At 5'6" I decided that maybe I needed to get into a low fat diet like I use to do, but the gastrointestinal problems where getting worst, bloating, cramps, gas. So here I am nothing to lose, but the cramps, gas and discomfort and I started a controlled carb diet. I started with Atkins, then moved to South Beach Diet and eventually created my own. I have eliminated refined sugar from my diet, I have eliminated refined flours. I know eat Steel Cut oats, it takes longer, but the benefits from the fiber and the Oatmeal is paramount. To make a long story short two weeks into my controlled carb diet my problems disappeared. I have AIDS, I have been to the hospital and had to have my friends bring me food, not because the hospital food tasted bad, but because it was full of sugar and fiberless grains. I would have eaten brown rice, whole wheat bread, a cup of salad, olive oil. I assume the hospital get their guidelines from you. My choices between margarine with hydrogenated oil or plain butter, tough choice right, well the hospital did not have butter.

Please consider that if you are going to make changes to the food pyramid and re-evaluate and redesign the Food Guide Pyramid, refined carbohydrates need to have a warning or be discouraged. Whole wheat bread made from bleached flour is a refined carbohydrate in my book.

Sincerely,

Andres P. Nevarez

AUG - 6 2004

Nevarez  
1 of 1

136

JP

Martin Lof

AUG - 6

Slogan for Nutrition Guidance:

Balance 3 ☐s a day

One ☐ = Fat ☐ = Carb.  
Dairy Grain  
Pro.

137

From

Nancy P. Martin

(Lifetime Retired Registered Dietitian

Freeport, ME

8/4/04